



# Iowa Bicycle Summit Workshop Guide

Hy-Vee Hall, Downtown Des Moines  
January 29 & 30, 2010



More information at [www.iowaBicycleCoalition.org](http://www.iowaBicycleCoalition.org)

# Who Should Attend?

Friday's workshop will be especially informative for engineers, planners, and others interested in the design of bicycle facilities. Continuing education credit is available.

Saturday's session is geared towards bicyclists and advocates. The session will include topics related to bike safety, education, and encouragement.

I am pleased to invite you to the 2010 Iowa Bicycle Summit to be held in Des Moines on January 29 & 30, 2010. For newcomers as well as past attendees, the 2010 Iowa Bicycle Summit will include a variety of useful sessions that will emphasize the importance of facilities, bicycle awareness and safety. The Summit will also provide an opportunity for planners, engineers, and bicycle advocates to network and share experiences.

The Iowa Department of Transportation encourages you to join us in making the 2010 Iowa Bicycle Summit a success. We look forward to welcoming you to Des Moines and to the 2010 Iowa Bicycle Summit.

Sincerely,  
Stu Anderson, Director  
Planning, Programming and Modal Division  
Iowa DOT

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Bicycle transportation has been experiencing a resurgence across Iowa. The replacement of automotive trips with bicycle trips will enable better health, better air quality, longer lasting roads, decreased traffic congestion, and ultimately a better quality of life. The methods communities use to integrate bicycles into their transportation system is a sign of how active and vibrant their community is.

We are excited to offer this opportunity to give the tools to transportation officials on how to better plan and design for bicyclists and pedestrians.

Best rides,  
Mark Wyatt, Executive Director  
Iowa Bicycle Coalition

# The 2010 Iowa Bicycle Summit has become bigger and better than ever.

The Iowa Bicycle Summit still features great presentations on the best practices in bicycle advocacy, but new this year is an expanded format, RAGBRAI's Ride Right sessions, and a new location at the Hy-Vee Hall. The Summit is dedicated to producing low-cost and accessible education to build better communities.

John LaPlante will lead the bicycle facility design workshop on Friday, January 29. John LaPlante is currently Director of Traffic Engineering for T.Y. Lin International. Prior to joining the firm in 1992, Mr. LaPlante had been with the City of Chicago for 30 years in various transportation engineering positions, including Chief City Traffic Engineer and Acting Commissioner of the new Department of Transportation. He is involved in several national committees and was principal author of the 1999 AASHTO Bike Guide. Continuing education hours are available for this session.

"People who ride bicycles have been asking for better bicycle facilities, and this workshop provides the tools for the technical staff to build bicycle facilities," says Mark Wyatt, Executive Director of the Iowa Bicycle Coalition. "John LaPlante is going to give us a great midwestern perspective from his experience in the city of Chicago."

The Saturday, January 30th, session features an expanded panel format that will allow for more presentations than before. Twenty speakers will present information during the Saturday sessions. Session topics include Bicycle Facility Design Innovations, Safe Routes To School Successes, Improving Bike Safety, New Marketing Ideas for Bikes, and Urban Dirt.

## RAGBRAI / RIDE RIGHT Meeting for Clubs & Teams

You are cordially invited to attend the RAGBRAI/RIDE RIGHT Meeting for Clubs and Teams. This is the annual January meeting of the RAGBRAI club and team representatives, but interested individuals may attend as well. The meeting is scheduled for Saturday, January 30, at the Iowa Events Center's Hy-Vee Hall in downtown Des Moines (730 3rd Street). The meeting will be from 3:00 p.m. to 5:00 p.m., and there is no fee to attend this meeting.

The purpose of the Meeting for Clubs and Teams is to improve safety for the event

and to make the ride more enjoyable for all. The meeting will be comprised of presentations as well as an open forum session. We cannot improve RAGBRAI without the help and input of our clubs and teams. This meeting is an opportunity to express your thoughts and concerns about RAGBRAI. The feedback generated from these meetings will lay the groundwork that can be implemented to make RAGBRAI safer and more enjoyable on the road and in the towns that we visit. It is our hope that you will share this information learned with the rest of your team members.

# Schedule at a Glance

## FRIDAY

January 29, 2010

8:00 - 8:30	Registration
8:30 - 10:00	Bicycle Facility Workshop
	Break
10:30 - 12:00	Bicycle Facility Workshop
	Lunch
1:00 - 2:30	Bicycle Facility Workshop
	Break
3:00 - 5:00	Bicycle Facility Workshop

## SATURDAY

January 30, 2010

8:00 - 8:30	Registration		
8:30 - 10:00	Keynote: John LaPlante		
	Break		
	TRACK ONE		TRACK TWO
10:30 - 12:00	Innovations in Design		Safe Routes to School
		Lunch	
1:00 - 2:30	New Marketing Ideas		Increasing Bike Safety
		Break	
3:00 - 5:00	Urban Dirt		RIDE RIGHT Clubs & Teams Meeting

# Session Detail

## Design Innovations

### **Adrian Holmes, P.E., 100-Year Bike Plan**

A solid, well conceived master plan has become all but required in order to receive state and federal trail construction funding. This workshop style session will provide non-engineers enough information to be able to go back to their communities and either create their own trails master plan or at least know what to expect when working with a planning consultant.

### **Brian Keierleber, P.E., Railcar Bridge Innovations**

Any bridge can be expensive to build. Bridges on trails are difficult at best. Buchanan County has found an innovative way to convert retired rail cars into bridges – not just for people on bicycles, but for motor vehicles too. Learn how Buchanan County is leading the way with bridge innovations at a fraction of the price of a conventional bridge.

### **Jeff Geertz, GreenStreets**

Green Streets promote public health, energy efficiency, water conservation, smart locations, operational savings, and sustainable building practices. As a result, the strategies enhance affordable housing, community facilities, town centers, and communities as a whole.

## Safe Routes To School

### **Melissa Stovers, Imagine Grinnell**

Grinnell-Newburg School District joined schools from around the world to celebrate International Walk-to-School Day with a district-wide contest encouraging all of the district's families and students to take a break from driving and walk or bike to school.

### **Lynette Anderson, NE Iowa Food and Fitness**

The five county region is on the ground floor of a movement to improve the policies, practices, and systems that determine how food arrives on our tables and how NE Iowa communities can grow opportunities for physical activity for all.

### **Traci Kepley, Go The Distance Day**

Go The Distance Day is a FREE one-day event for Iowa Schools! Its purpose is to show Iowa youth that physical activity is fun and makes them feel good; increase public awareness of youth physical inactivity; and inform the public that physical education programs are needed in our schools!

### **Patty Guevara, Bookin' on Bikes**

A little more than a year ago, I wrote and received a grant from the Michael Jordan Foundation (yes, MICHAEL Jordan of the Bulls) to start up a bike club at Scavo Alternative High School. We have no physical education program at our school. We have a lot of students with major obstacles to overcome in order to just GET their education. With some help from the Bike Collective and other great cycling souls, "Bookin' on Bikes" was born! We do quite a bit more than cycling.

## Cycling Safety

### **Julie Engeman, Drivers Ed Presentations**

Julie and Steve Engeman have presented "Share The Road" sessions at drivers education classes across central Iowa. Their objective is to show younger drivers that a real person operates a bicycle. They use letters and photos from victims and personal stories to make an impact.

# Session Detail

## **Ken Sherman & Bill Rosebrook, Cycling Safety in Iowa**

While the debate rages over whether cyclists should continue to be allowed on the highways of Iowa, serious cycling accidents on our roadways continue to grow in both number and severity; and the circumstances of these tragedies seem to be getting more and more egregious, including recklessness, serious driving impairments, impatience (road rage?), distraction and even unprovoked and intentional violence directed at cyclists who ride our roads.

This presentation explores what may be behind the deplorable situation outlined above, and it addresses what might be done to improve cycling safety on the streets and highways of Iowa.

burned, and carbon offset after each ride. It will then upload this data to your personal user profile on Bcycle.com. B-cycle is the future of bike sharing, and it's available to your city now.

## **Ryan Hanser, Building Cycling Community Through Social Media**

TBA

## **Urban Dirt**

TBA

## **New Marketing Ideas**

## **Nannette Rodriguez, Social Media and the Latin Consumer**

TBA

## **Lee P. Jones, B-Cycle**

B-cycle is the only "next"-generation bike-share program. Integrated data tracking will automatically capture information such as your distance traveled, equivalent calories



## **Route Announcement Party**

*Benefitting the Iowa Bicycle Coalition*

Saturday, January 30, 2010

7-10pm

Hy-Vee Hall, Downtown Des Moines

\$30

Join us for a special night of FUN as the RAGBRAI XXXVIII overnight communities are revealed!

Featuring live music with a special performance by The Nadas! Acoustical duo by Jason Walsmith and Mike Butterworth.



[www.iowaBicycleCoalition.org](http://www.iowaBicycleCoalition.org) for ticket information

Iowa Bicycle Summit &  
RAGBRAI Route Announcement Party  
January 29 & 30, 2010  
Hy-Vee Hall  
Des Moines, Iowa



Route Announcement Party  
Benefitting the Iowa Bicycle Coalition

### Printable Registration Form

Questions? Contact [bikeinfo@iowabicyclecoalition.org](mailto:bikeinfo@iowabicyclecoalition.org)  
or call 515.309.2867

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

QTY

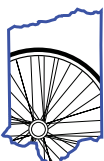
- \_\_\_\_\_ Friday Iowa Bicycle Summit Registration (\$140)
- \_\_\_\_\_ Saturday Iowa Bicycle Summit Registration (\$25)
- \_\_\_\_\_ Friday & Saturday Iowa Bicycle Summit Registration (\$155)
- \_\_\_\_\_ Late Friday Registration, After January 1, 2010 (\$155)
- \_\_\_\_\_ Late Saturday Registration, After January 1, 2010 (\$30)
- \_\_\_\_\_ Late Friday & Saturday Registration (\$165)
- \_\_\_\_\_ RAGBRAI Route Announcement Party Tickets (\$30)

Please list guests if purchasing more than one registration or ticket:

Make Payment Payable to the Iowa Bicycle Coalition. Mail to:  
Iowa Bicycle Coalition, P.O. Box 5562, Coralville, IA 52241



2010 Sponsors  
of the Iowa Bicycle Summit  
and RAGBRAI Route  
Announcement Party



**Iowa Bicycle Coalition**  
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